



**JOIN US IN SPRING 2022** for the annual Business Analytics Competition and Conference at Manhattan College (BAC@MC). **This year's competition will be held virtually, and will start and end in one day, Saturday, April 23, 2022.** We will continue to provide an exciting opportunity for undergraduate students studying Business Analytics (or related fields) to test their knowledge, hone their skills, and remotely network with other participating teams and professionals from around the world. Competing students will not only engage in the art and science of decision-making, but also practice their ability to draw business insights from a comprehensive analysis of relevant data.

## STUDENT TEAMS

The competition is open to undergraduate student teams consisting of **two to four members**. Each team member must be enrolled in an undergraduate program at the accredited higher education institution that the team member will represent. Each team must have a faculty advisor from their home institution. Student teams will register for the competition under the name of their faculty advisor.

## ROUND ONE COMPETITION

This year's BAC@MC will feature a two-round competition, held in the morning and afternoon of the same day. During Round One, each student team, working from its home institution, will analyze the supplied dataset to develop solutions to the proposed problems and questions. The dataset and questions for the competition will be made available to registered teams on January 21, 2022. **Each team must submit their presentation slides by April 19, 2022.** The presentation should summarize the team's analysis and solutions to competition questions. On the morning of April 23, all teams will convene in a general session for the conference kickoff. After brief welcoming remarks, teams and the faculty advisors will be guided to their assigned breakout room for Round One of the competition. **Each team will be allowed 8 minutes for a live presentation of their summaries using their submitted slides, followed by a brief question and answer period.** All team members are expected to participate in the presentation and should be available to answer questions from Round One judges.

## ROUND TWO COMPETITION

In the afternoon of April 23, all teams will convene in a general session where the competition finalists (based on Round One scores) will be announced. Each team chosen as a finalist will be given an hour to update/revise its Round One presentation slides, which the team will then present to the Round Two judges (i.e., a group of analytics practitioners and industry leaders). Teams may choose to clarify some of their findings, focus on a specific part of their analysis from Round One, or amplify a particular aspect of their conclusions or recommendations. **This round will not require additional data analysis.**

## JUDGING

Faculty advisors will act as the judging panel for Round One of the competition. During this round, each faculty advisor will view the live presentation of all competing teams in their assigned breakout room, and ask questions from the teams after their presentations. Scoring sheets will be provided to all judges. Advisors will not evaluate their own team. For Round Two of the competition, a panel of business analytics practitioners and leaders will evaluate the finalist teams. These judges will complete a scoring sheet for each team. A team's overall score will be determined by a combination of its Round One and Round Two scores.

The top three teams among the finalists will be recognized during the award ceremony and will receive monetary awards:

**FIRST PLACE: \$2,500, SECOND PLACE: \$1,500, THIRD PLACE: \$1,000.**

Additional teams (among finalists and non-finalists) will be recognized as honorable mentions.



## MANHATTAN COLLEGE

### PARTICIPANTS

Student team members and their faculty advisor must attend the virtual conference. Non-participating students and faculty are welcome to attend but must register for the conference.

#### TENTATIVE PROGRAM

##### **Saturday, 4/23**

##### **Morning**

**Welcome**

**Round One Competition Presentation and Judging**

**Break**

**Round One Competition Presentation and Judging (continued)**

##### **Afternoon**

**Announcement of Finalists**

**Prep Time for Finalists**

**Round Two Competition Presentation and Judging**

##### **Evening**

**Keynote Speaker**

**Award Ceremony**

### REGISTRATION

Conference registration begins December 1, 2021, and extends until March 11, 2022. Registration fees and additional information will be provided on the conference website listed below.

### IMPORTANT DATES

December 1, 2021	Conference Registration Opens
January 21, 2022	Competition Data Made Available to Registered Competing Teams
March 11, 2022	Deadline — Competing Teams Registration
April 19, 2022	Deadline — Competing Teams Presentation Slides Submission
<b>April 23, 2022</b>	<b>Virtual Competition and Conference</b>

#### CONTACT

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